



**We're Saving!**  
Sacramento Small Business  
Energy & Water Makeover  
www.smud.org/Makeover  
Brought to your business by: SMUD, CoolCalifornia.org, City of Sacramento and GreenStar

## Small Business Energy Makeover

Nancy McKeever  
California Air Resources Board  
2<sup>nd</sup> Annual Statewide Energy Efficiency Best Practices Forum  
July 28, 2011

**CoolCalifornia.org**  
GOVERNMENT • UNIVERSITY • NGO PARTNERSHIP

California Environmental Protection Agency  
**Air Resources Board**

## Why focus on small business?

- 20MMT CO<sub>2e</sub> from improved energy efficiency to existing buildings – aka energy upgrades
- Most difficult segment of commercial sector to reach
- Energy cost are large and can be reduced
- Great need and high value outcomes for all



HAIR SALON  
1722  
BIG BROTHER COMICS  
1722  
SEWING MACHINE CENTER  
PREP SEWING MACHINES

## Why “Energy Makeover”?

- Draw on luster of “Extreme Makeover” reality TV to generate participation in energy upgrades
- Make a fun and beneficial event for utilities, elected officials, and small business owners to attract greater participation



Washington (CNN) - First lady Michelle Obama will tape an appearance on network reality television "Extreme Makeover: Home Edition" Thursday.

Michelle Obama heads to reality TV



<http://www.coolcalifornia.org/article/energy-makeover>

A screenshot of a web browser displaying the CoolCalifornia.org website. The browser's address bar shows the URL "http://www.coolcalifornia.org/article/energy-makeover". The website has a blue header with the logo "CoolCalifornia.org" and the tagline "Simple steps for a sustainable future". A navigation menu includes links for HOME, DASHBOARD, INDIVIDUALS, SMALL BUSINESS, LOCAL GOVERNMENT, COMMUNITY CHALLENGE, SCHOOLS, and ABOUT US. The main content area features an article titled "SMALL BUSINESS ENERGY AND WATER MAKEOVER" with a sub-header "Energy Makeover". The article text discusses a partnership between the California Air Resources Board (ARB) and local small business leaders to launch energy and water makeovers. On the left side, there is a "Sign up for updates" form and a "What's Popular" list. On the right side, there are social media sharing options (EMAIL THIS, PRINT THIS, DOWNLOAD, SHARE THIS) and a "Resources" section with a link to "Look who's already saving energy, water and money!". At the bottom right, there is a photo of a group of people standing together, with the caption "Lennox neighborhood of Los Angeles".

## Small Business Energy Makeover

- Four Makeovers in 2010 – SCE, SMUD, PG&E, and SDG&E
- All successful outcomes
- Each a slightly different approach
- Adds up to solid proof-of-concept
- Highly repeatable



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## Sacramento Municipal Utility District, Oak Park

- Partnership:
  - Oak Park BID and Stockton Blvd Partners
  - City Greenwise Pgm and Water Utility
  - SMUD and CoolCalifornia
- 150 businesses contacted with 20 SMUD and city staff walking
- 60 energy & 29 water upgrades



## Pacific Gas and Electric, Downtown Fresno

- Partnership:
  - Fresno Energy Watch/RHA
  - Mayor's Office
  - SJV Clean Energy Organization
  - CoolCalifornia
  - No BID
- Downtown mall redevelopment
- ~10 businesses received energy services
- Television coverage



## San Diego Gas & Electric, North Park Main St.

- Partnership:
  - North Park BID
  - Mayor & Council offices
  - Center for Sustainable Energy
- Over 200 contacts, over 100 audits/upgrades
- Good press and web coverage
- SDG&E commitment to use Makeover approach in city and county areas





# Key Components of Success

Use the rapport of local business associations with their member small businesses to:

- boost participation
- streamline outreach



# Key Components of Success

Use BID's knowledge to tune utility program offering to neighborhood needs and culture



## Key Components of Success

Actively involve elected officials



## Next steps?

ARB and the PUC will share information and work to ensure there are more Small Business Energy Makeovers



Look for updates on [CoolCalifornia.org](http://CoolCalifornia.org)



**North Park Small Business Energy Makeover**

[http://www.youtube.com/watch?feature=player\\_detailpage&v=sKTNPknAt-Q](http://www.youtube.com/watch?feature=player_detailpage&v=sKTNPknAt-Q)

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## How to Conduct a SMALL BUSINESS ENERGY AND WATER MAKEOVER

Simple step-by-step partnership guide on website

ROLE	1 – Create Partnership	2 – Determine Scope	3 – Sign-up Businesses	5 – Follow Through
Local Business Leadership				
City / County Staff and Elected Officials				
Utility Energy Efficiency and Outreach				

California Environmental Protection Agency  
 **Air Resources Board**